

ABSTRACT

In a display apparatus in which one pixel can be displayed in the color of four colors, that is, three primary colors and a white color, and which inputs and displays chrominance signals corresponding to a mixing ratio of the color of the four colors, when the difference in brightness between the white to the normal color becomes large, the sense of incongruity may be felt for the visual aspect of the normal color.

A display apparatus, which makes one pixel displayable in four colors, that is, three primary colors and a white color, and inputs and displays chrominance signals corresponding to a mixing ratio of the four colors, includes a color correction instrument 2 and 3 which performs first color correction of increasing the saturation of chrominance signals, and a second color correction of decreasing at least the saturation of the chrominance signals, when a predetermined color component exists in the chrominance signals corresponding to a pixel, selection instrument 4 and 5 which switches temporally and selects either of first chrominance signals obtained by the first color correction, and second chrominance signals obtained by the second color correction, and a

display instrument 7, 8, 9, 10, and 11 which displays the chrominance signals, which are selected, in the pixel.